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BMKT 225.50: Marketing

Niki L. Robinson

University of Montana - Missoula, Niki.Robinson@umontana.edu

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**MISSOULA COLLEGE
THE UNIVERSITY OF MONTANA
BUSINESS TECHNOLOGY DEPARTMENT**

COURSE SYLLABUS

COURSE NUMBER AND TITLE: BMKT225-AU2018- Robinson
Principles of Marketing

DATE REVISED: FALL 2018

SEMESTER CREDITS: 3

FACULTY: Niki Robinson

E-MAIL ADDRESS: Niki.Robinson@mso.umt.edu

PHONE NUMBER: 243-7802

OFFICE LOCATION: #406, Missoula College

OFFICE HOURS: By appointment

COURSE DESCRIPTION:

An overview of marketing activities including the consumer buying decision process, distribution channels, the planning process, and new marketing trends. Students learn how to introduce a new product into the market place, target markets, and promote products through advertising and package design.

STUDENT PERFORMANCE OUTCOMES:

Upon completion of this course, the student will be able to:

1. Define marketing and outline the steps in the marketing process
2. Demonstrate understanding of a customer-driven marketing strategy and discuss the marketing management orientations that guide marketing strategy.
3. Discuss and create solutions to case studies relative to a customer-driven marketing strategy and discuss the marketing management orientations that guide marketing strategy.

4. Describe the major trends and forces that are changing the marketing landscape in this age of relationships.
5. List the marketing management functions, including the elements of a marketing plan, and discuss the importance of measuring and managing return on marketing investment.
6. Explore changes in social demographics, demographic trends, and their effects on marketing decisions.
7. Apply concepts of social responsibility in relation to business ethics, environmental concerns, and consumerism and explain how they affect marketing strategies.
8. Outline the steps in the marketing research process and explain how companies analyze and distribute marketing information.
9. Analyze marketing concepts including product, pricing, promotion, wholesaling, retailing, and distribution.
10. Problem-solve and formulate appropriate business responses to a variety of marketing issues, public policy, ethics, and environmental sustainability.
11. Produce projects which require research, data compilation, data interpretation, and evaluation.
12. Integrate into projects the concepts of price-market mechanisms, consumer buying behavior, branding strategies, new product development, pricing, channels, and product life cycles.
13. Define the role of public relations in the promotion mix and explain how companies use public relations to communicate with their publics.
14. Explain how sales promotion campaigns are developed and implemented.
15. Explain how companies have responded to the Internet and other powerful new technologies with online marketing strategies.
16. Discuss how the international trade system and the economic, political-

legal, and cultural environments affect a company's international marketing decisions

STUDENT PERFORMANCE ASSESSMENT METHODS AND GRADING PROCEDURES:

This course emphasizes a holistic understanding of marketing business practices as they relate to customer-driven marketing strategies. Projects are required throughout the semester. These projects must address the dynamics of technological change, social change, and values. Topics are developed through class discussion and investigation of business/social trends. Each project is presented in a formal report. Homework, tests, projects, and in-class assignments will be given point values. Total points earned divided by total points possible will represent the percentage grade.

Grading Scale

A	90 - 100
B	80 - 89
C	70 - 79
D	65 - 69

ATTENDANCE POLICY:

It is expected that students attend class. In-class group activities cannot be made up. Assignments must be submitted to the instructor by the stated time and due date. Late assignments will be dropped one letter grade. Make-up tests are not offered unless prior arrangements are made.

ACADEMIC HONESTY:

All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or a disciplinary sanction by the University.

All students need to be familiar with the Student Conduct Code. The code is available for review online at <http://www.umd.edu/SA/VPSSA/index.cfm/page/1321>.

REQUIRED TEXT:

Principles of Marketing (16th Ed)
9780133795028/ 0133795020
By KOTLER, PHILIP
Published by Prentice-Hall

COURSE OUTLINE:

- I. Defining Marketing and the Marketing Process
 - A. Managing Profitable Customer Relationships
 - B. Company and Marketing Strategy
 - C. Partnering to Build Customer Relationships
- II Understanding the marketplace and Consumers
 - A. The Marketing Environment
 - B. Managing Marketing Information
 - C. Consumer Markets and Consumer Buying Behavior
 - D. Business Markets and Buying Behavior
- III. Designing a Customer-Driven Marketing Strategy
 - A. Integrated Marketing Mix
 - B. Creating Value for Target Customers
 - C. Product, Services, and Branding Strategy
 - D. New-Product Development and Product Life-Cycle Strategies

Mid-Term Project

- IV. Pricing Products
 - A. Understanding and Capturing Customer Value
 - B. Pricing Strategies
 - C. Public Policy and Pricing
- V. Marketing Channels
 - A. Supply Chain Management
 - B. Marketing Logistics
 - C. Retailing and Wholesaling
- VI. Communicating Customer Value
 - A. Integrated Marketing Communications Strategy
 - B. The Promotion Mix
 - C. Social Responsible Marketing
 - D. Advertising and Public Relations
 - E. Personal Selling and Sales Promotion
 - F. Direct and Online Marketing
- VII. Extending Marketing
 - A. Creating Competitive Advantage
 - B. The Global Marketplace
 - C. Marketing Ethics and Social Responsibility

FINAL EXAM